

EVALUATION OF OUTDOOR SPORTS CLOTHING BRAND PERSONALITY BY USERS¹

Associate Prof. Saliha AĞAÇ*, Lec. Menekşe SAKARYA**

*Gazi University, Ankara TURKEY, asaliha@gazi.edu.tr

**Niğde University, Niğde TURKEY, msakarya@nigde.edu.tr

Abstract

Brand personality attributed to the brand is in case the condition of human character traits. One of the areas of the brand personality is the outdoor sports clothing also knowing as “outdoor” that working city people’s adoption of opening up to the outdoor as new way events in a growing desire.

In this study, the aims are personality characteristics of the outdoor sport clothing brands and determining the harmony of these personality characteristics with brands. The research is in form of surveying study. The research population consists of people in Turkey who sports outdoor on land. In the sampling selection simple random sampling technique is utilized with asking concerned people to participate in the survey on a voluntary basis. The obtained data are analyzed and evaluated by using SPSS packet program. The survey that has been proven reliability and validity ($\alpha = 0904$) in the pilot application has sent to the related association members in a month-long through internet and a total of 103 people were replied.

It has been identified that research participants are interesting in mostly as trekking, mountaineering, camping and biking outdoor sports and they are working in the public sector. Under research, in the result of factor analysis to determine the brand personality of outdoor sports brands, it had been seen that "competence", “traditional” and "androgen” dimensions were come through and the dimension of “excitement” was separated into three parts.

Key Words: Outdoor Sports, Outdoor Sports Clothing Brands, Brand Personality

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1. Introduction

A brand which has an important place in marketing traditionally is defined as the sum of personality, presentation and performance created in the minds of the consumers by the product or service (Dayal, Landesberg and Zaisser 2000: 42; Güllülü and Others, 2013: 288). According to Kotler (200:404); “A brand is a name, term, sign, symbol or the combination of all these things which ensures the identification of the good or service belonging to a seller or to a group of sellers and helps to keep their goods and services separate from the other competitors”.

In the understanding of today’s marketing the brand personality together with being one of the main part of the brand identity, is the closest concept to the customers. Personality is a relation form established by the external and internal environment of the person, it is consistent, structured and distinctive from the other people. Briefly, it is possible to see the person’s innate characteristics and the impact of the environment involving the person in the formation of the personality (Zel, 2000: 325; Özçelik, 2010: 5).

The brand personality emerged similarly to the concept of personality. For the first time it was introduced by Gardner and Levy in 1955 and it gained recognition in the literature in 1997 by being shaped by Jennifer Aaker (Özçelik and Torlak, 2011: 363).

The researchers working on the reflections of the concept of personality on the brand (Aaker 1997, Pendergrast, 1993) suggested that the attribution of personality is in fact a symbolic use for the brand. This form of use creates a whole perception for the brand and can be seen as a summary indicator function before the purchasing decision (Güllülü and Others, 2013: 288).

The concept of brand personality explains the relocation of adjectives like contemporary, young, intellectual, conservative and elderly to the brand as “the human characteristics associated with a brand”(Uztuğ, 2003 s:41). The brand personality according to Gardner and Levy is a general image and character that is maybe more important than the overall sales of the brand and some of the technical features of the product (Akgün, 2008: 8; Özçelik ve Torlak, 2011: 363).

The brand personality is defined as “ a set of human characteristics associated with a brand” (Aaker, 1997: 347). According to Johan and Sirgy (1993: 23) the brand image building strategy realizes the determination of the brand personality and user personality. (Transferred by: Azevedo, 2005: 1). Keller defined the brand personality as the attribution of the human characters to the brand which is very close to Aaker’s definition (Keller, 1993: 5).

The brands can be thought by the consumers as being associated with some famous people or with themselves. Human and brand personality although sharing similar conceptualization, differ in configuration. The perception of a person’s personality characteristics happens by looking at the person’s belief, behaviour, attitudes, physical appearance and demographic characteristics (Uztuğ, 2003: 41). The perception of a brand’s personality is affected directly or indirectly by the communication of the brand established between the consumers. In a sense, brand’s personality is shaped by practicing the marketing communication like the product-related attributes, associations of the product category, name symbol of the brand, advertising style, price and distribution channels (Uztuğ, 2003: 42).

According to Aaker (1996) the brand personality can create the brand value by depending on three models which are the model of self-expression, relationship based model and the operational benefits delivery model (Chaiken and Maheswarn, 1994; Azevedo, 2005: 2).

Model of Self-Expression: The suggestion brought by this model is that some of the brands became a tool for a specific group of consumers to be able to express their identity. It can be used in brands without a strong self-expression personality. While a person can define his frugality by buying cheap brand, someone else can evaluate this as a weak personality. Brands cannot be used only as functional benefits; they also refer to the way of lives.

Relationship- Based Model: There are two factors that can affect the relationship between individuals and brand. First of them is the relationship between the brand and the consumer that is very similar to the relationship between two people while the second is the brand personality. How the behaviour of a person can affect the perception of the others on that person's personality in the same way the activities of the brand affect its personality. The personality owned by the brand in case of repositioning can be changed. Brand personality is not a factor that depends only on the consumer's perception.

Functional Benefits Delivery Model: The brand personality due to serve as a tool of sorting and presenting the brand's attributes and functional benefits, undertakes the roles also. It is an important tool of differentiation in the implementation of marketing and communication (Özçelik, 2010: 15).

Many of the companies which are successful worldwide in creating brands benefit from the customer profiling techniques. When the market segment is defined, the company should identify the needs and expectations of the consumers who are the members of the targeted segments. For example, Harley Davidson has done this. They tried to get to know the target audience by spending much time with the bicycle users on the weekends, by accompanying them at the trips, by analysing the things they talked about, the plans they made, the things they hoped to make by understanding their general thoughts in every aspect. As a result of this research personality characteristics like patriotic, free, masculine, macho and connected to the past have emerged. The path which needs to be followed in order to lay out a brand personality which is compatible with the personality of the consumer is the following:

- The target audience should be defined,
- The things what they really want, what they need and what they think should be determined,
- A separate consumer profile should be created for the target audience,
- An attractive brand personality should be created which is appropriate for the consumer profile,
- Affordable and consistent brand personality should be planned (Erdil and Uzun, 2009: 102).

The scales of brand personality should be used for measure both positive and negative attitudes of the consumers towards the brand. Two kinds of brand personality scale were used in defining the relationship between the brand and the human character which motivates the preferences of the consumer. First, the ad hoc (developed for specific purposes) scale was used. Secondly, features prepared on the basis of human personality scales are included. But although these scales show consistency for the human and brand personality in certain subjects so the validity of these scales are discussed due to their different precursors (Özçelik and Torlak, 2011: 364).

Many of the studies on brand personality were based on the definition of brand personality made by Aaker. Aaker has developed the dimensions of the brand personality by examining 37 brands including different product categories on the basis of 114 adjectives. Aaker contributed to the marketing literature by improving the dimensions of the brand personality on the basis of the 5 main factors called as openness, liability, extraversion, compatibility and emotional stability which form the human personality (Kurtoğlu and others, 2013: 259).

According to Aaker the brand personality has five basic dimensions. These are (Aaker, 1997: 353): sincerity /honestly, enthusiasm/ excitement, competency/skill, exclusiveness/ intellectualism, hardness/ ruggedness (Figure1). These 5 main dimensions have 15 sub dimensions and 42 features.

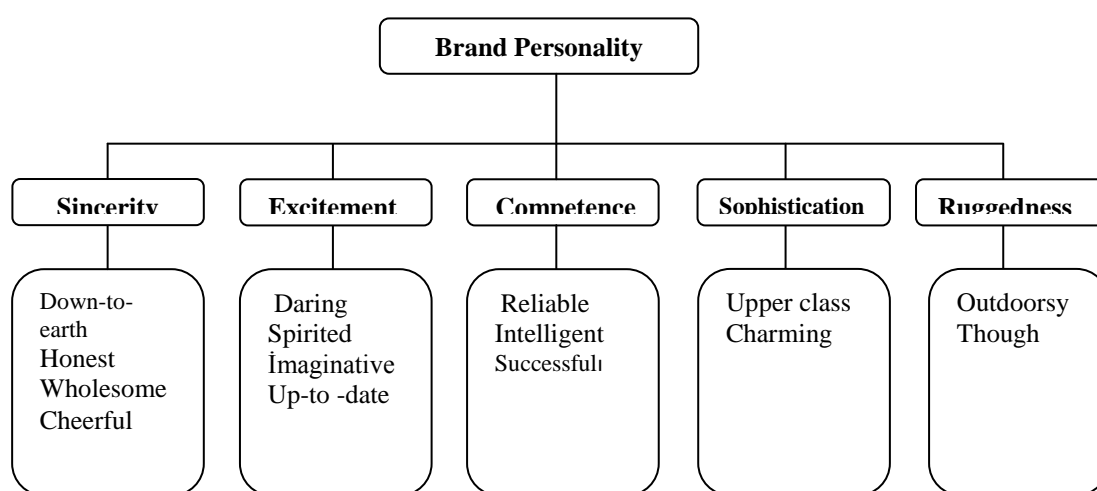


Figure 1. Dimensions of the brand personality

Source: Aaker Jennifer, Dimensions of Brand Personality, Journal of Marketing, Vol:34, No:3, p.352

The studies about the concept of the brand personality are under two main elements which are the brand features and the personality features (Milasand Mlacic, 2007: 620; Dölarslan, 2012: 5). In parallel to the definition of Aaker, the association of the personal features with the brand within the scope of the brand personality led to the use of personality scales which were generally accepted in the field of psychology in the scale development studies on this subject (Sweney and Brandon, 2006: 640; Milas and Mlacic, 2007: 620; Dölarslan, 2012 :5). The brand personality scale developed by Aaker (1997) were exposed to criticism from various directions (Kim et al., 2001: 197; Austin et al., 2003: 78 ; Dölarslan, 2012: 5). This situation resulted some studies which aimed to develop alternative scales in the literature. In the studies of Yongjun and Tinkham (2005) attention was drawn to the fact that the brand personality is an item which includes a culture's belief and value judgement so it carries symbolic meaning therefore the scale of Aaker could not have the same validity for different cultures and in their study a number of global brands were tested both in the USA and in South Korea as well (Sung and Thinkham, 2005: 337). In a research conducted by Geuens, Weijters and Wulf (2008) the dimensions of the brand personality were classified like: responsibility, activity, aggression, simplicity and emotionality (Geuens, Weijtersve Wulf, 2008: 50). While the dimensions identified in the study conducted by Ekinci and

Hosanay (2006) on the brand personality are: sincerity, enthusiasm and sincerity (Ekinci and Hosanay, 2006: 23). While in another study conducted on the brand personality the number of factors were increased to nine and these factors were named like: friendly, exciting, social, adequate, modern, impressive, reliable and sensitive/ delicate (Kurtuluş, 2008: 298; Aysen, Yaylı and Helvacı 2012: 186). On the other hand, as the results of the research made by Aksoy and Özsoyer (2007) in Turkey with a sample survey of 1200 person it was set forth that the brand personality in Turkey can be described with a total of 39 adjectives under four dimensions called competence, excitement, tradition and androgenic (Aksoy and Özsoyer, 2007: 1).

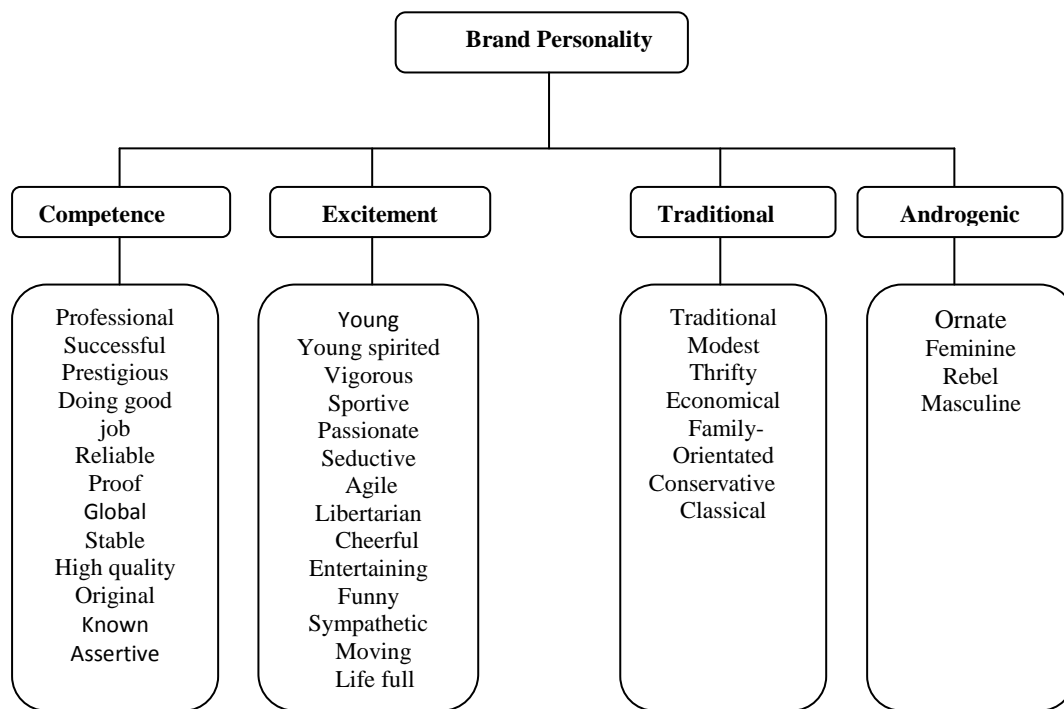


Figure 2: The Dimensions of Brand Personality in Turkey

Source: Lerzan Aksoy, Ayşegül Özsoyer, “The Dimensions Creating The Brand Personality in Turkey”, 12th International Marketing Congress, University of Sakarya, 2007,p:13

In the study of Özçelik and Torlak (2011) which evaluated the relationship between the perception of brand personality and the ethnocentric tendencies through the brands of jeans, a special scale was used which was developed in Turkey by Aksoy and Özsoyer (2007). In this study, in the product group features of the jeans which were the subject of the research a change was observed in the number of the brand personality’s dimensions which differed from the result of Aksoy and Özsoyer (2007). While the dimensions of brand personality developed by Aksoy and Özsoyer (2007) included four dimensions like competence, enthusiasm, tradition and androgenic, as the result of the factor analyses made in this study for the relevant jeans brands 5 dimensions such as competence, fun, excitement, tradition and androgenic were revealed (Özçelik and Torlak, 2011: 374; Dölarslan, 2012: 10).

The urban people who try to maintain the motion in life with the recreation and sports fields/ facilities available in the increasing citizenization and urban spaces today, with an increasingly request willing to move away from these artificial spaces and adopt the opening

to nature as a way of a new activity (Koçak and Balcı, 2010: 213). The sporting activities which are done in the nature have been classified with different names such as outdoor sports, open-space recreation, adventure sports and adventure recreation depending on the risk factors and the use of assistant elements. Open space recreation (outdoor recreation); can be defined as a free time activity carried out in accordance with the individual's fully own physical, health, psychological and social interest and is capable to create an interaction between a part of nature and the participants (İbrahim and Cordes, 2002; Koçak and Balcı, 2010: 214).

The outdoor sports can be expressed as fighting against the existing potential difficulties and risks of the nature only with the help of the possessed knowledge, skills and physical condition without any engine and animal power (Koçak and Balcı, 2010: 214). The sportive activities made in the nature are called by different names depending on their risk ratio, their risk factors, and the elements that are used for help and the area where it is made. As it can be classified in various types can be also classified as made in air, in water and on land. It includes many sports and activities made in the nature such as rock climbing, mountaineering, caving, hiking, camping, skiing, underwater sports, orienteering, cycling, sailing, canoeing, closed river kayaking and rafting (Koçak and Balcı, 2010: 214 - 215). An increasingly growing supply and demand is created due to all these sporting events which took place in the nature. In the increase of this demand, the necessity of different materials and equipment for the events is among the factors which are worth considering. The outdoor clothing for the athletes has a special importance. It is told that there is a communication tool based on the image of the clothing and in a sense the person has a form of self-expression. Namely, it is an element that can reveal the people profession, gender, the attributed qualifications related to age, the trends in free-time, local and religious identity, political and ideological trends and, many more features (Davis, 1992: 112).

The main purpose of clothing in the outdoor sports is to protect the athlete from cold, wind and wetness. However when performing this protection the clothing materials should be required to have some basic qualifications.

These features:

- Being light weighted and requiring less space
- Keeping warm
- Keeping low moisture and being able to dry easily
- Being able to give out sweat vapour
- Being protective against wind and rain
- Being comfortable and not limiting the movements
- Easy to put on and take off

The outdoor athlete should be dressed in layers from inside to out. So that the users can protect themselves from extreme heat by taking off the sheets gradually with the increased body temperature or applying vice versa will be able to protect themselves from the cold and other external factors (wind, rain, snow etc.) by dressing. This system consists of several layers as mentioned above. Each of the layer should remove the water vapour from the body, so the perspiration vapour without let them forming moisture in the clothing. So the user will not face the problems, occurred by the inner wetness. The system by leading the vapour of the body outside will provide the necessary protection against the wind and wetting that may come from outside.

The head and neck region is the region of the body which needs the most protection from the hot and cold. Because of 1/3 of the body heat is lost from the heads and neck region. This is a great rate indeed. The regions of head and neck are needed to be protected especially from the two main external factors. These are the cold and the direct sunlight. In the outdoor sports regardless to the seasons the hands should be always protected with gloves (<http://www.outdoororacle.com>).

The increase in the numbers of documentary broadcasting channels like Discovery Channels and National Geography, the Survivor like contest in the visual media and the publication of magazines such as Outdoor made great contribution to the increased interest for this area (Plummer, 2009; Kaplan and Ardahan, 2012: 95). This condition increased gradually the interest for the sportswear brands known as outdoor. With the spread of internet shopping recently the awareness of these brands has increased.

The businesses try to create a positive attitude towards their products and brands on the target audience either directly with their own identities or with the personality of the brand they own (Güllülü and Others, 2013: 288). All of the leading brands today have their unique personalities known for their customers and potential. Starting from this direction in this research it was aimed to determine the personality dimensions owned by the outdoor sport clothing brands in the eyes of the customers and to investigate the brand perceptions.

2. Materials and Methods

The data obtained from the people who are familiar to sports with the help of surveys and the related sources contribute the materials of the research. The research is a study in the nature of screening model. In order to be able to reach the determined aims of the research, the Survey Method which is an approach that seeks to define a past or currently –existing condition as existing term, has been identified as the research method (Karasar, 2009: 77).

The literature review on the subject was made and information was taken from the people doing outdoor sports before the survey. The survey questions were prepared in accordance with this information. The final shape was given to the questionnaire by revising the prepared survey questions by an expert with the help of a person familiar to these sports.

Due to the great diversity of the outdoor sports, in the study it was limited only to the outdoors sports on land as cycling, climbing, skiing, camping, caving, trekking, climbing and orienteering.

Due to the great diversity of the brands in use, it was discussed with people familiar to outdoor sports and in addition the internet sites which sell these brands were scanned and from the brands that had the most products 27 were included to the research.

The creation of the research was created with people who generally make outdoor sports on land in Turkey. To reach this creation communication was established with outdoor sports associations and clubs having statutes via internet sites and social networks. Within the scope of the survey, from the outdoor sport clubs which were contacted in order to fill the questionnaires 12 gave positive feedback.

While in the sample selection by benefiting from the simple random sampling technique the persons concerned were asked to participate in the survey on a voluntary basis. Due to the limited duration, the survey was carried out electronically between 14.12.2013 and 15.01.2014 and a total of 111 people replied the survey.8 of the implemented questionnaires

were filled incomplete and were disqualified due to inconsistencies and 103 of the questionnaires were evaluated.

The conducted research was realized in two steps including pilot and actual application. The pilot application was carried out with persons dealing with outdoor sports (n=10) and living in Adana, Ankara and Niğde. In order to determine the scale validity /reliability of the 61 different variables which were measured by the 5 point Likert scale, the statistic results of the Cronbach's Alfa test were examined. For all the questions used both in overall sense and on the basis of the scale as well in the survey validation / reliability was ensured ($\alpha = 0.882$) and the questionnaire was finalized for the actual application. If the evaluation criteria complied in the assessment of Cronbach's Alfa coefficient is between $0.80 \leq < 1.00$ the scale is highly reliable (Özdamar, 2002: 673).

The data collection tool whose reliability and validity was proven was conducted to actual application for the people related to outdoor sports on land (n=111). The validity and the reliability of the data obtained as a result of the actual application were tested again. The validity /reliability of the obtained test were proven ($\alpha = 0.904$).

In the survey prepared to collect data, questions were placed that aimed to determine the demographic characteristics of the participants doing outdoor sports, the type of the sport they do on land, the frequency of purchasing outdoor sport clothing and to measure the perceived brand personality of the outdoor sport clothing brands used by the people doing outdoor sports.

For the measurement of brand personality a scale was used which was developed by Özsoy and Aksoy (2007) for the Turkish costumers based on Aaker's brand personality scale. The necessary permission was obtained from Prof. Dr. Aysegül Özsoy to use the scale. The perception of the detected brand personality was measured by 5 point Likert scale (1= strongly disagree, 5=strongly agree). Moreover, in this section the evaluation was made by choosing one of the 27 brands in order to determine the brands of the outdoor sport clothing that was identified by the consumers with the dimensions of the brand personality.

The research data were analysed with SPSS 22.0 statistical package. Data was analysed by performing reliability analyses, frequency analyses and factor analyses.

3. Findings

As a result of the questionnaire which was carried out, the gathered demographic features of the participants are listed below:

- % 28.2 of the participants of the research are female and %71.8 are male;
- Most of the participants live in Istanbul and Niğde. The percentage of them living in Istanbul is %33.9 and the percentage of them living in Niğde is 24.2.
- The ages with percentages, 34-38 (%22.3), 39-43 (%19.4), 29-33 (%15.5), 44-48 (%15.5);
- The percentage of their education; %50.5 of them have license degree and %29.1 of them have master's degree.
- Most of them (% 42.7) work at public services.

Table 1. The Frequency of Outdoor Sports on Land

	Never		Sometimes		Often		Always	
	F	%	F	%	F	%	F	%
Cycling	33	32	52	50,5	10	9,7	8	7,8
Mountaineering	17	16,5	34	33,0	36	35,0	16	15,5
Skiing	69	67,0	29	28,2	4	3,9	1	1,0
Camping	28	27,2	38	36,9	24	23,3	13	12,6
Caving	92	89,3	11	10,7	-	-	-	-
Trekking	17	16,5	19	18,4	52	50,5	15	14,6
Climbing	46	44,7	28	27,2	20	19,4	9	8,7
Orienteering	82	79,6	17	16,5	3	2,9	1	1,0

When the findings of the outdoor sports on land are examined it is seen that % 50 of them sometimes ride a bike, 89.3 % of them never do mountaineering and % 79.6 of them never do orienteering. This is because, the sport branches require professionalism. Participants of the research, % 65 of them often and always do trekking and 50.5 % of them often and always do mountaineering. Camping is a sport activity which is sometimes done by 36.9 % of them.

Table 2. The Frequency of Consumers Buying Clothes of Outdoor Games

	Never		Once in a Month		Once in Three Months		Once in Six Months		Once in a Year	
	F	%	F	%	F	%	F	%	F	%
Under wears	11	10,7	-	-	10	9,7	25	24,3	57	55,3
Spot dress	26	25,2	-	-	7	6,8	41	39,8	29	28,2
Leggings	37	35,9	-	-	8	7,8	17	16,5	41	39,8
Trousers	7	6,8	-	-	4	3,9	23	22,3	62	60,2
Short	21	20,4	1	1,0	5	4,9	23	22,3	53	51,5
Sweat pants	18	17,5	-	-	4	3,9	24	23,3	57	55,3
Sweat suit	16	15,5			4	3,9	25	24,5	55	53,4
Cloth	8	7,8	-	-	2	1,9	11	10,7	82	79,6
Vest	38	36,9			2	1,9	10	9,7	53	51,5
Sweatshirt	12	11,7	5	4,9	19	18,4	28	27,2	39	37,9
T-Shirt	2	1,9	18	17,5	28	27,2	32	31,1	23	22,3
Cap/Beret/ Bandana	5	4,9	2	1,9	9	8,7	32	31,1	55	53,4
Gloves	7	6,8	1	1,0	4	3,9	18	17,5	73	70,9
Sock	1	1,0	32	31,1	39	37,9	20	19,4	11	10,7

When the table 2 where the findings about the frequency of consumers buying outdoor sport clothes is examined, it is seen that 60.2% of users buy underwear, leggings and trousers, 55.3% of them buy short, sweat pants and 79.6% of them buy vest, cap, beret, bandana and gloves ones in a year. Sport dress (39.8) and t-shirt (31.1) are bought once in six months.

Table 3. The Result of Factor Analysis about Determination of Outdoor Sport Clothing Brand Personality

<i>Factors</i>	<i>Factor loads</i>	<i>Percentage of variants</i>	<i>Cronbach Alpha</i>	<i>Factors</i>	<i>Factor loads</i>	<i>% of variants</i>	<i>Cronbach Alpha</i>
Factor 1: Compatibility				Factor 2: Traditional			
Successful	,924	23,865	,940	Economical	,929	19,476	,950
Stable	,840			Classic	,913		
Self confident	,828			Global	,891		
Doing a good job	,811			Family oriented	,878		
Professional	,805			Conservative	,849		
Proof	,770			Traditional	,849		
Reliable	,768			Thrifty	,744		
Assertive	,762						
Good	,739						
Prestigious	,731						
Qualified	,671						
Known	,653						
Factor 3: Androgen				Factor 4: Ceerful			
Masculine	,922	10,912	,950	Cheerful	,870	7,300	,921
Rebel	,910			Funny	,846		
Seductive	,882			Entertaining	,835		
Feminine	,869			Sympathic	,764		
Passionate	,835						
Ornate	,724						
Factor 5: Dynamic				Factor 6: Libertarian			
Agile	,846	5,682	,839	Lively	,814	4,135	,833
Young	,802			Libertarian	,801		
Vigorous	,771			Moving	,791		
Young spirited	,675						
Factor 7: Sportive							
Sportive	,841	3,575	,757				
Original	,825						

KMO Coefficient: 0.812, Bartlett Sig.: 0.000

A factor analysis has been made in order to determine the dimensions about perceptions of outdoor sports doers' brand personality of outdoor sport clothing. Variants having low common variants (below 0.45) have been repeated by excluding them from the analysis. Evaluation has been done on base of 38 variants. According to factor analysis the KMO test result is 0.812. the Bartlett test is meaningful that the sig is 0.000. These results prove that there are high correlations between variants and the data set is available for factor analysis.

After factor analysis, a number of seven factors (brand personality dimentions) came out. In table 3, factor loads, variant percentages and Cronbach alpha values of the adjectives put together under these seven factors are given. There are twelve variants in the first factor called compatibility and which add contributions as to variance 23.865 %. The second factor is called traditional and it has seven variants and it explains 19.476 % of the total variants. The third factor having variance of 10.912 % is called Androgen and it has six variants. The fourth factor which is called cherfull and which variance of 7.300 % and it has four variants. And the fifth factor is called dynamic, its variance is 5.682 %, it has four factors too. The sixth factor is called libertarian and it forms the brand personality of outdoor sport clothing and it has three variants. Its variance is 4.135 %. The last factor is seventh factor and it is called sportive. It has two variants and its variance is 3.575 %. So the total amount of variance is 74.945 %. According to the factor analysis, the seven dimensions variations with their adjectives which were formed our under the scale of brand personality of outdoor sport clothing are shown below.

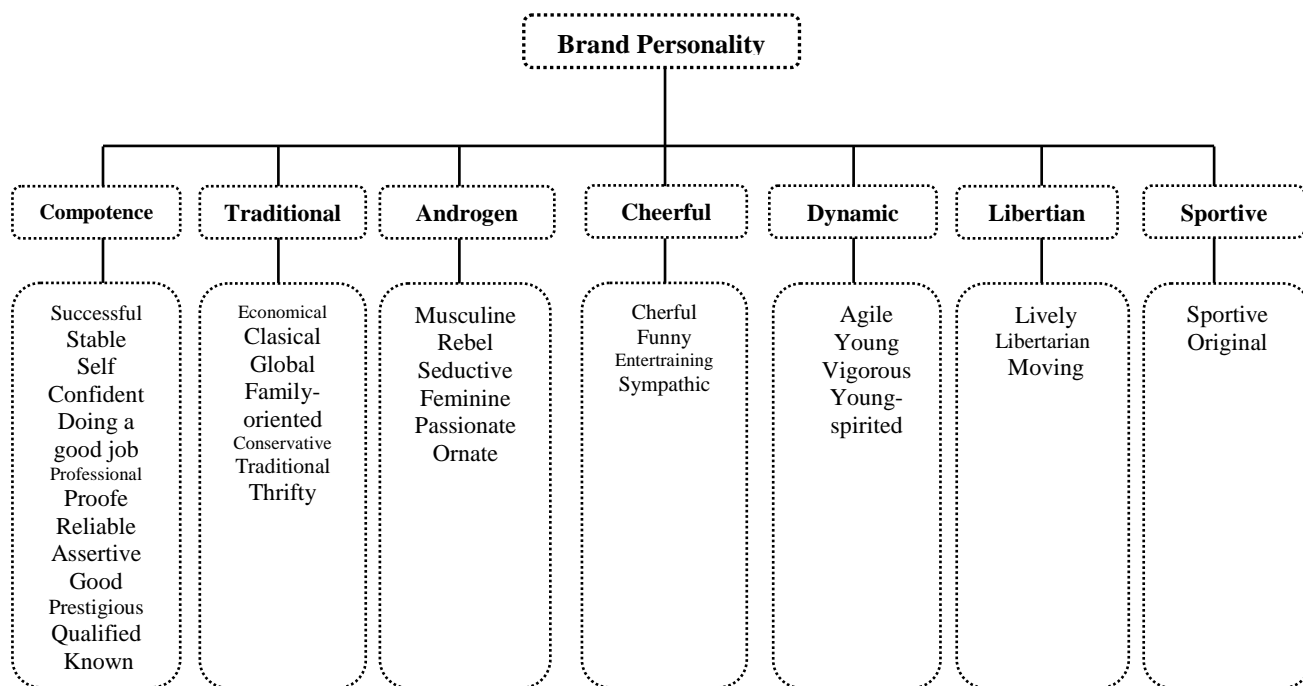


Figure 3. Outdoor Sports Clothing Branding Personality Dimensions

Among the brands which the consumers purified andOutdoor sports clothing branding personality dimensions, the North face is the first (40.8%). Columbia (16.5%) is the second and Adidas is the third (9.7%).

4. Discussions / Conclusions

Due to the subject of the research, the age spectrum of the participants are at middle age and younger, the creation is formed out with participants who are interested in outdoor sports. This instance is explained by Kaplan and Ardahan as (2012); “when the age of the individual is getting older, the active participation of the individual decreases at the creative activities table of the individual. Young people chose activities which require power and active participation unlike older people chose activities which require passive participation.” Education level, infra-structure of the sportive activities, urban life conditions are also effective factors.

The participation in outdoor sports is getting higher in the world. In Turkey, hiking, mountaineering, cliff climbing is commonly chosen outdoor sports. Among the outdoor games on land which do not require professionalism, the findings show the doing frequency of these sports as follows; trekking is mostly done, second, mountaineering and third camping. The greatest comfort for a outdoor sport doer is to keep him or herself dry and warm while he or she is climbing with a bag-peg in wet weather conditions as rainy and snowy weather. The primary function of the cloth is to contribute to the security of the athlete. No matter how it is long, the athlete who is under hard conditions could benefit from the specialties of the clothes. (<http://www.patikatrek.com>).

The clothes are designed to be subsidiary to prevent energy, have safe and comfortable activity and adapt to climate changes easily at outdoor sports. At all type of outdoor sports, the clothes should keep the body at available temperatures and they should help the body to adapt itself to the temperature changes in order to have a safe and comfortable activity. In order to achieve this one should wear three layer cloths in the nature. These layers are, inner layer (basic layer), secondary layer (insulation), outhier layer (protective). That is why it was also required to search frequency of cloth buying of outdoor sports athletes in our study. It is seen that the consumers buy these mentioned layer clothes once in a year. This is also related with the participation to outdoor sports.

Recent researches show that the preferred brands by consumers have direct relation with the people that they are in contact. Some brands reply the rational needs of the consumers and some just reply to their emotional needs. (Kalemci and Bodur, 2009: 2; Aysen, Yaylı and Helvacı 2012: 184).

Within this study, it is observed that outdoor sport clothing brands consist of seven factors which they require to take personality dimensions. These seven factors are; competence, traditional, androgen, cheerful, dynamics, libertarian and sportive.

In the recent years, Aksoy and Özsoyer have many studies which are good source to other researches in our country (2007) in their study called dimensions creating brand personality in Turkey; they gave 39 adjectives in total under four dimensions. These dimensions are; compatibility, excitement, conventionalism and androgenism. At the scale which Aksoy and Özsoyer have developed for Turkish consumers, when the dimensions from this scale and the perceived brand personality dimensions of outdoor sports clothing brands are compared, it seen that some adjectives are settled under different dimensions, however, dimensions such as compatibility, traditionalism, androgenism do not change in general, the excitement dimension is divided in to three as; cheerful, dynamic and libertarian and compatibility and excitement dimensions' some adjectives created sportive dimension. It could be also said about the mentioned dimensions that they are related with the personality of

the persons who do outdoor sports. It is proved within the research that the relation between the coefficient numbers of adventure, seek and risk taking marks of the persons are high. Ardahan mentioned about the feelings and the intents of outdoor sports athletes as (2012: 23) “outdoor sports have particular specifications which differ then from the others since the individual feel excite and adventure feelings at high levels and they require high concentration in the nature. Outdoor sports are successful in giving the opportunity to individuals to live different life styles as well as they contribute freedom to the individuals.

In the research instead of determining the personality of a significant brand /brands it was tried to expose the expected perception of the brand personality of the outdoor clothing brands. This case makes the study different from the similar researches. The seven personality factors installed by the users who buy /will buy the outdoor clothing brands is important in terms of contributing to the design and promotion of the brands and helps in achieving identity.

Researchers in the study of literature has mentioned that the brand personality carries symbolic meanings due to the different value judgements, and therefore brand personality scales have to be tested in different cultures. In this study we tried to present special meanings to the Turkish culture of personality dimensions of outdoor apparel brands. Thereby, apparel brand personality dimensions in other types also could be evaluated.

The companies which create and manage the strong brands are really successful in creating and managing their brands in accordance with the target customers so the market segments (Erdil and Uzun, 2009:102). Among the brands associated with the outdoor sport clothing brand personality by the conducted study and the dimensions of the brand personality perceived by the consumers The Face North was ranked first, Columbia was ranked second and Adidas has taken the third place. It can be said that these brands created their brand personality according to the consumer profile of the targeted audience.

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